2017-2022 STRATEGIC PLAN

VISION: A region that is Building Better Health, Living Safely and Thriving
Live Well San Diego

MISSION: To efficiently provide public services that build strong and sustainable communities

VALUES: Integrity, Stewardship and Commitment

STRATEGIC INITIATIVES: By focusing our priorities through Strategic Initiatives we will continue to advance the County's *Live Well San Diego* vision

HEALTHY FAMILIES:

San Diego County has fully optimized its health and social service delivery system to make it an industry leader in efficiency, integration and innovation

- Promote the implementation of a service delivery system that is sensitive to individuals' needs

Every resident has the opportunity to make positive healthy choices that reduce preventable deaths

- Strengthen the local food system and support the availability of healthy foods, nutrition education, and nutrition assistance for those who need it

The County makes health, safety and thriving a focus of all policies and programs through internal and external collaboration

- Pursue policy and program change for healthy, safe and thriving environments to positively impact residents
- Leverage internal communication resources, resource groups and social media to enhance employee understanding of the County's *Live Well San Diego* vision

SAFE COMMUNITIES:

Make San Diego the most resilient community in America

- Encourage and promote residents to take important and meaningful steps to protect themselves and their families for the first 72 hours during a disaster

Make San Diego the safest urban county in the nation

- Plan, build and maintain safe communities to improve the quality of life for all residents
- Expand data-driven prevention strategies and utilize current technologies to reduce crime at the local and regional level

All San Diego youth are protected from crime, neglect and abuse

- Strengthen our prevention and enforcement strategies to protect our youth from crime, neglect and abuse

The regional criminal justice system achieves a balance between accountability and rehabilitation

- Fully implement a balanced-approach model that reduces crime by holding offenders accountable while providing them access to rehabilitation

SUSTAINABLE ENVIRONMENTS:

San Diego is a vibrant region with planning, development, infrastructure and services that strengthen the local economy

- Provide and promote services that increase consumer and business confidence

The region is a leader in protecting and promoting our natural and agricultural resources, diverse habitats and sensitive species

- Enhance the quality of the environment by focusing on sustainability, pollution prevention and strategic planning

Cultivate a natural environment for residents, visitors and future generations to enjoy

- Foster an environment where residents engage in recreational interests by enjoying parks, open spaces and outdoor experiences

All residents engage in community life and civic activities

- Create and promote diverse opportunities for residents to exercise their right to be civically engaged and find solutions to current and future challenges

OPERATIONAL EXCELLENCE:

Make San Diego the best managed county in the nation

- Promote a culture of ethical leadership and decision making across the enterprise
- Align services to available resources to maintain fiscal stability

Make San Diego County the best in the nation for providing exceptional customer service

- Provide modern infrastructure, innovative technology and appropriate resources to ensure superior service delivery to our customers
- Strengthen our customer service culture to ensure a positive customer experience

Make San Diego County the best place to work in the nation

- Develop, maintain and attract a skilled, adaptable and diverse workforce by providing opportunities for our employees to feel valued, engaged and trusted

VALUES: In recognition that "The noblest motive is the public good," we are dedicated to:

INTEGRITY:

Character First

- We maintain the public's trust through honest and fair behavior
- We exhibit the courage to do the right thing for the right reason
- We are dedicated to the highest ethical standards

STEWARDSHIP:

Service Before Self

- We are accountable to each other and the public for providing service and value
- We uphold the law and effectively manage the County's public facilities, resources and natural environment
- We accept personal responsibility for our conduct and obligations
- We will ensure responsible stewardship of all that is entrusted to us

COMMITMENT:

Excellence In All We Do

- We work with professionalism and purpose
- We make a positive difference in the lives of the residents we serve
- We support a diverse workforce and inclusive culture by embracing our differences
- We practice civility by fostering an environment of courteous and appropriate treatment of all employees and the residents we serve
- We promote innovation and open communication

STRATEGIC FRAMEWORK

VISION:

A region that is Building Better Health, Living Safely and Thriving

Live Well San Diego

MISSION:

To efficiently provide public services that build strong and sustainable communities

VALUES:

Integrity, Stewardship and Commitment

GENERAL MANAGEMENT SYSTEM

STRATEGIC PLANNING AND THE GENERAL MANAGEMENT SYSTEM:

The County's strategic planning process is an ongoing activity. We revisit our Strategic Plan annually and make adjustments, as necessary, to ensure that the priorities articulated in the Strategic Plan reflect the changing environment, economy and community needs. The Strategic Plan is the first element of the County General Management System (GMS), an annual five-part cycle that is a disciplined approach to managing government for maximum efficiency and effectiveness. For more information about this award-winning system, visit the County of San Diego Adopted Operational Plan.

As the first step of the GMS, the Strategic Plan outlines the County's priorities identifying where we want to be in five years and the goals we have set for our organization and the community. Exactly how we will get there is discussed in the County's Operational Plan, or budget document, which is the second step of the GMS. The Operational Plan includes the concrete steps that County departments will take to assign resources and staff toward achieving the priorities and goals laid out in the Strategic Plan. For more information, see www.sandiegocounty.gov/auditor/budinfo.html.